- Chicago council approves TCI plan
- Major corporation eyeing cable
- Washington D.C. cable breakthrough
- GE set to go with Comband

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and features weekly of the cable television industry

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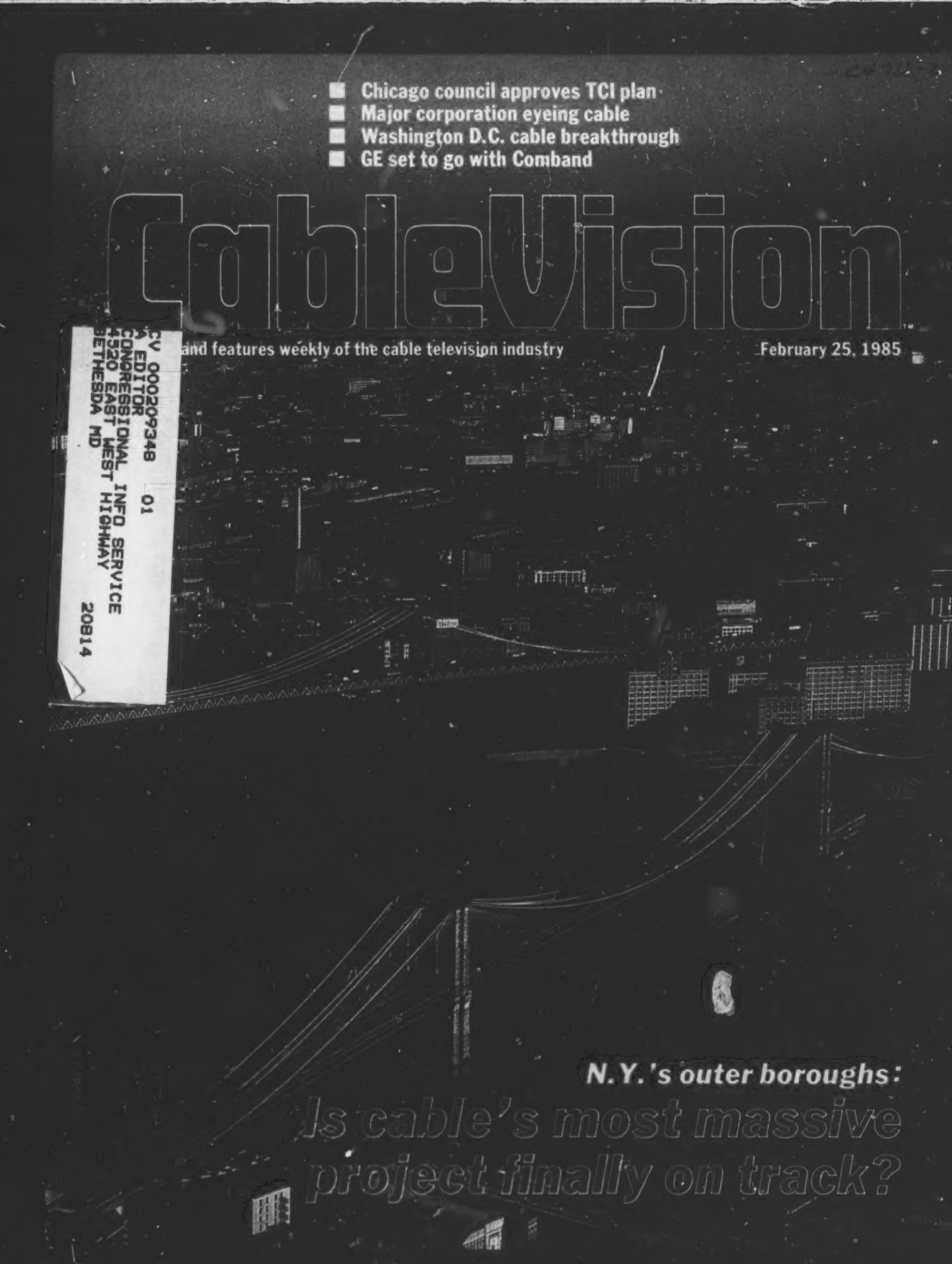

N.Y.'s outer boroughs:

Is cable's most massive project finally on track?

Leading the week.....11-21

Chicago Council okays C&C's Area 1 contract

The City Council approves a proposed contract for the city's franchise Area 1 with Communications & Cable, a Tele-Communications Inc.-controlled company, that includes terms that are more favorable than those of the other four franchise areas.

Comband system

General Electric's Cable Products Operations now is offering its Comband bandwidth compression system to operators after six months of testing.

Satellite suit dismissed

The first judicial interpretation of the satellite reception provisions of the Cable Communications Policy Act of 1984 was made when a U.S. District Court judge dismissed a lawsuit against Starlink Communications Group filed by two Multimedia Cablevision Inc. systems.

View from the top

Executives at Daniels & Associates discuss appeal of cable television as an investment opportunity for major corporations.

Scripps-Howard Cable going solo in Sacramento

Scripps-Howard Cable Services Co. has decided to build its $166 million Sacramento franchise without a partner.

W-A Cable posts strong '84 numbers

Warner Amex continued to trim its losses last year, according to officials at parent Warner Communications. The gains were apparently achieved through the company's program of cutbacks, consolidation and system sales.

PEN closes down, Santa Fe to follow

Professional Education Network goes out of business, and Santa Fe Communications reveals that its cable programming service will end Feb. 28.

Storer soars in fourth quarter

After running in the red for nearly two years, Storer Communications posted a quarterly profit during the fourth quarter of last year, boosted in large part by the company's cable operations.

Signal leakage

The Federal Communications Commission issued a notice for proposed rulemaking to eliminate some quality performance regulations and relax signal leakage limits.

Florida market

The National Cable Television Association and three cable operators have petitioned the Federal Communications Commission to reconsider its Florida market redesignation.

DCI, CCC settlement clears way for cable

District Cablevision Inc. settled out of court with Capital City Cable, clearing the way for cable in the nation's capital by mid-1986.

Positioning cable with VCR

American Cablesystems and Group W Cable are rolling out consumer advertising campaigns that position VCRs and cable as compatible home entertainment media.

EEO provisions of Cable Policy Act

The Federal Communications Commission is tentatively scheduled to introduce a Notice for Proposed Rulemaking at its March 1 meeting that would implement the Equal Employment Opportunity provisions of the Cable Communications Policy Act of 1984.

'Call for nominations'

NCTA has requested nominations for individual contributions to the cable industry. Nominations must be submitted by April 1.

How cable rated in 1984

Conclusions drawn from ratings and share figures are presented in a brief summary and chart.

Domestidyne's internal problems

Microdyne has threatened Domesticom with legal action to gain full control of the venture unless back payments are made.

Heritage and Showtime

Heritage Communications and Showtime have signed a long-term affiliation agreement.

COVER STORY

Dawn in N.Y.'s outer boroughs?

It looks as if construction could commence within just a few months in New York City's outer boroughs—Queens, Brooklyn, the Bronx and Staten Island, and after over a year of delays due to construction and financial complications, this indeed is heartening news to the seven cable systems, municipal officials and residents of the area's more than 2.2 million households. Associate Editor Sally Russell reports on pages 27-32.

Review.....22

Lifetime has revised its schedule and incorporated a lineup of talk shows that Reviewer Robert DiMatteo finds "engaging." He shares his thoughts on *America Talks Back*, *Lifestyles*, *Good Sex!*, *Smart Money* and *Hot Properties*—and the talkers behind the shows.

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1984 Cable television employment statistics

Employment at cable units having five or more full-time employees increased b r 6.4 percent in 1984. Annual Employment Reports submitted by 2,640 such cable units show th t 3,775 people (excluding headquarters personnel) were added to the industry's workforce. Of the new employees, 40.7 percent were women and 51.3 percent minority group members. The following is a more detailed 1984-1983 comparative analysis:

Total Cable Unit Employees

	Number of full-time employees		Percentage of employees	
	1983	1984	1983	1984
White Male	32,646	33,699	54.9	53.3
White Female	17,768	18,552	29.9	29.3
Minority Male	5,428	6,615	9.1	10.5
Minority Female	3,611	4,362	6.1	6.9
	59,453	63,228	100.0	100.0

Employees classified in Upper-four Job Categories (Officials & Managers, Professionals, Technicians & Sales Workers)

	Number of full-time employees		Percentage of employees	
	1983	1984	1983	1984
White Male	20,981	21,131	71.2	68.3
White Female	4,643	5,375	15.8	17.4
Minority Male	3,062	3,407	10.4	11.0
Minority Female	762	1,041	2.6	3.3
	29,448	30,954	100.0	100.0

Cable TV equal employment opportunity trend report prepared for FCC industry EEO unit, February 1985.

Notice for proposed rulemaking slated for EEO provisions

WASHINGTON—The Federal Communications Commission tentatively is scheduled to introduce a Notice for Proposed Rulemaking at its March 1 meeting that would implement the Equal Employment Opportunity provisions of the Cable Communications Policy Act of 1984. A final Report and Order must be ready by late September, according to the act.

Under the new cable law Congress gave the FCC responsibility for annually certifying that each cable operator with more than five full-time employees establishes a program to follow federal guidelines guaranteeing minority access to jobs in communications fields. The FCC also must audit each cable operator's employment practices at least once every five years and develop a system to investigate complaints and violations of equal employment guidelines. An operator that violates the EEO statutes can be fined $200 per day for each offense and could have its CARS license revoked.

Cable operators with more than five employees still must file with the FCC an annual statistical report identifying "by race and sex" the number of employees in nine job categories: officials/managers, professionals, technicians, sales personnel, clerical personnel, skilled craft persons, semiskilled operatives, unskilled laborers and service workers.

The FCC will seek comments on how best to implement the provisions consistent with congressional intent but without excessively burdening cable operators or the commission, according to an FCC Mass Media Bureau official. The NPRM will assume that the FCC's current "50 percent of parity" employment standard will be used. Under that policy cable operators must hire minorities and females at a ratio of 50 percent of their availability in a given market.

Significantly, the FCC has "no intention to move existing guidelines into a quota system," according to the official. "Legislative history is clear" that the act was not intended to promulgate a quota system for minority hiring, the official said.

NCTA requests awards nominations

WASHINGTON—The National Cable Television Association has issued its annual "call for nominations" for its National Awards, the association's premier honors for individual contributions to the cable TV industry. Nominations must be submitted to the NCTA Awards Committee by April 1. The association mailed booklets containing nomination forms to all members in early February.

The awards will be presented at a black-tie banquet marking the conclusion of the NCTA convention on June 5 in Dallas. The presentation will represent "the highlight of the convention," said William Strange, chairman of the NCTA Awards Committee and vice president of corporate development at Sammons Communications Inc. The awards recognize "the best of the creators, the innovators and the risk-takers in the cable industry," Strange said.

NCTA will present categories of awards: Vanguard Awards, presented to a man and woman for outstanding leadership; Challenger Award, for an outstanding member under age 40; Associates Award, given to an NCTA associate member; Science and Technology Award, for significant technical developments; State-Regional Association Award, presented to a member of a state or regional association; and Marketing Award, for leadership in developing marketing concepts. NCTA President James Mooney also will present several Presidents Awards.

Nominations will be judged by the Awards Committee, comprised primarily of past recipients.

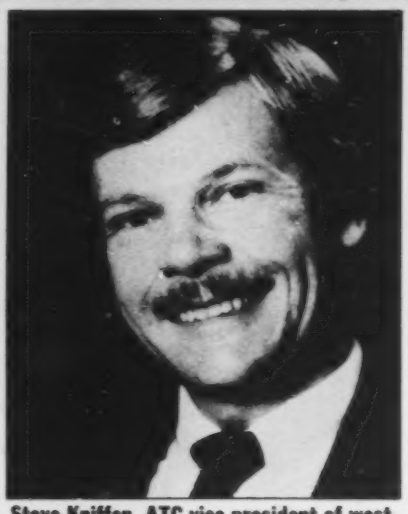
—John Wolfe

Group W extends HBO, Cinemax service

NEW YORK—Group W Cable has reached long-term affiliation agreements to carry both Home Box Office and Cinemax, according to Burt Staniar, president of Group W Cable, and Peter Frame, HBO executive vice president, affiliate sales and operations.

The Cinemax agreement extends Group W Cable's commitment to offer the service for an additional four-and-one-half years. Cinemax will be launched in additional systems where feasible before mid-1989.

Under the terms of the HBO agreement, Group W Cable will continue to provide HBO in the majority of its systems through mid-1989.



Steve Kniffen, ATC vice president of western operations.

New Colorado system may rival ATC, Century

COLORADO SPRINGS, Colo.—Two local stockbrokers last week revealed plans to operate a cable television system to compete for subscribers now served by Colorado Springs Cablevision. They have launched a crash campaign to collect enough signatures to have their proposal voted on in a public election April 2.

Brian Bennett, a stockbroker with Boettcher and Co. in Colorado Springs, said on Wednesday he was confident they would have secured more than the required 8,706 signatures by the Feb. 22 deadline. The petitions are being circulated at area King Soopers grocery stores.

Bennett and his partner, Kevin Hyman, also a Boettcher stockbroker, are operators of a 1,000-subscriber system in nearby Woodland Park.

Colorado Springs Cablevision is a 50-50 partnership of American Television and Communications, Denver, and Century Communications, New Canaan, Conn.

Bennett said an overbuild was a "possibility," but that the new company, named Colorado Springs Citizens Cable, would start first to work on the unbuilt areas.

Bennett would not specify his source of financing or the potential number of subscribers in the Colorado Springs area who are not now served by Cablevision. He said the action was prompted by subscriber dissatisfaction with Cablevision.

Speaking for ATC, Steve Kniffen, vice president of western operations, said the new company was planning to go after neighborhoods that "are shotgunned all over town." He expressed some doubt as to how Citizens Cablevision would interconnect the distant pockets at an economical cost.

City Attorney Alan Ziegler said last Wednesday that if the issue is approved by the voters, Citizens Cable would then have an ordinance under which to operate and could go into business almost immediately.

The Citizens Cable venture would be one of the first tests of a 1984 Colorado Supreme Court decision in a Cortez, Colo., case. That ruling, which said a cable company can go into business on the basis of a vote of the people in a public election, last summer prompted a spate of elections in Colorado communities statewide that had granted operating permits without a people's vote.

—Victoria Gits

'84 Cable ratings report

NEW YORK—Nearly one of 12 television households receiving the basic cable networks measured by A.C. Nielsen Co. in 1984 were watching one of those networks at any given moment throughout the year. And nearly a fourth of all such households with TV sets on at any given moment were tuned in to one of the measured basic networks.

These conclusions emerge from ratings and share figures made available by various sources to *CableVision*. The cumulative average ratings for each 24-hour day for the measured networks totaled 7.9 (one network's ratings were not available, though its shares were), meaning that 7.9 percent of all television households receiving these networks were watching one of them, on average, at any time of the night or day.

The total of average shares for the 10 networks was 23.6, meaning that at any moment 23.6 percent of all households with their televisions on and capable of receiving the measured networks were viewing one of them.

While not all cable households receive all 10 of the measured basic networks, the compilation of ratings and shares gives some idea of the extent of basic cable viewing in markets where all or most basic nets measured by Nielsen are available.

WTBS led the basics in both year-end average ratings and average ratings for the fourth quarter 1984. The superstation's full-year averages were a 2.1 rating and a 6 share, which projected to an average of 664,000 viewing households throughout the day, 24 hours a day.

MTV, USA Network, CBN and ESPN were neck in neck, with MTV recording a 1 rating, 3 share; USA Network and CBN garnering 0.9 ratings and 3 shares; and ESPN drawing a 0.7 rating and 2 share for the year 1984. Cable News Network also was close to the pack with an average 0.7 rating, 2 share for the year, with Nickelodeon, metered from February to December 1984, from 7 a.m. to 8 p.m., also drawing a 0.7 rating and 2 share. The Nashville Network, metered from April through December 1984, from 9 a.m. to 3 a.m., garnered a 0.5 rating, 1 share, with CNN Headline News, metered from February through December 1984, at a 0.4 rating, 1 share. Lifetime, metered from February 1984 through December 1984, drew a 0.6 share. Its rating was unreportable.

1984 Cable Network Performance

	YEAR 1984				4th Quarter 1984			
	HUT	Rating	Share	Viewing HH	HUT	Rating	Share	Viewing HH
WTBS	33.3	2.1	6	664,000	34.0	2.0	6	651,000
MTV	33.8	1.0	3	226,000	34.2	0.9	3	229,000
USA	33.0	0.9	3	219,000	33.5	0.9	3	259,000
CBN	32.9	0.9	3	218,000	33.2	0.8	2	226,000
ESPN	32.7	0.7	2	223,000	33.5	0.7	2	230,000
CNN	33.3	0.7	2	195,000	33.8	0.7	2	228,000
NICK***	34.6	0.7	2	139,000	34.8	0.8	2	190,000
TNN**	40.7	0.5	1	88,000	42.3	0.5	1	107,000
CNN-HL*	32.1	0.4	1	54,000	32.8	0.4	1	59,000
LIFE*	33.0	not reportable	0.6	34,000	33.7	not reportable	0.3	20,000

* Year 1984—February-December
** Year 1984—April-December, 9 a.m.-3 a.m.
*** Year 1984—February-December, 7 a.m.-8 p.m.

Source: A.C. Nielsen Co. data.
Ratings information reflects activity within each network's universe.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	150	2,800,000
Arts & Entertainment	1,700	12,000,000
Black Entertainment Television (BET)	425	8,456,992
Cable News Network (CNN)	7,125	31,413,000
CNN Headline News	2,165	15,282,000
C-SPAN	1,800	20,000,000
CBN Cable Network	5,160	27,168,000
Country Music Television	200	4,500,000
Entertainment & Sports Programming Network (ESPN)	9,617	34,800,000
Eternal Word Television Network(EWTN)	221	2,800,000
Financial News Network (FNN)	11,030	18,000,000
The Learning Channel	656	5,670,000
Lifetime	2,300	24,000,000
Modern Satellite Network (MSN)	500	10,200,000
Music Television (MTV)	3,000	25,400,000
The Nashville Network	2,250	21,225,000
National Christian Network (NCN)	91	1,231,314
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,200,000
Pacific Cable	NA	NA
Prime of Life	NA	7,500,000
PTL The Inspirational Network	1,145	13,000,000
Santa Fe Communications	NA	NA
Satellite Program Network (SPN)	525	11,500,000
Silent Network	242	7,200,000
SIN Television Network†	328	29,261,600
Trinity Broadcasting Network	402	5,382,700
USA Network	4,500	28,600,000
Video Hits One	215	3,400,000
The Weather Channel	1,510	16,131,000
WGN-TV	6,174	15,310,235
WOR-TV	1,263	5,068,440
WPIX-TV	152	1,050,853
WTBS-TV	8,656	33,111,000

Pay services		
Bravo (only)	128	109,000
Cinemax	2,100	2,300,000
The Disney Channel	2,245	1,724,000
GalaVision	230	160,000
Home Box Office (HBO)	5,400	14,500,000
Home Theater Network (HTN)	400	300,000
The Movie Channel	2,900	3,200,000
The Nostalgia Network	30	60,000
The Playboy Channel	538	790,000
The Rainbow Service (American Movie Classics + Bravo)	54	213,000
Showtime	3,200	5,400,000

Audio services		
Cable Radio Network	5	300,000
Lifestyle	104	2,267,015
Moody Bible Institute	43	585,578
Satellite Jazz Network	14	828,000
Satellite Radio Network	90	403,000
Star Ship Stereo	3	146
WFMT Chicago	161	1,075,367

Text services		
AP News Cable	375	4,300,000
AP News Plus	5	30,500
Cable Sportstracker	4	266,693
Dow Jones Cable News	184	2,455,000
Electronic Program Guide (EPG)	222	4,139,741
Genesis Storytime	18	580,000
Reuters News View	325	3,250,000
UPI Data Cable	450	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	7	3,759
Nippon Golden Network	7	8,400
The Pleasure Channel	NA	NA
Vector Consumer News	12	300,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services		
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	9	460,000
The Ecumenical Channel	6	148,100
KTVT	46	856,398
Life Newsvision	24	35,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	117,000
Newsday Cable	1	236,000
Sports Time	168	1,000,000
Texas Cable Network	12	730,000

Pay services		
Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	27	52,000
New England Sports Network	72	29,569
PRISM-Philadelphia	90	373,000
Pro-Am Sports	53	26,000
The Superchannel	NA	NA
SportsChannel (New England)	82	89,000
SportsChannel (New York)	45	398,000
Sports Time	168	37,000
SportsVision (Chicago)	22	101,000
Z-Channel	21	93,210

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985
Dodgervision	4/85

Satellite-fed services	
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
The CableShop	3rd quarter 1985
Cabletix	TBA
Comedy Entertainment Network	TBA
The Discovery Channel	4/85
Discovery Computer Network	5/85
Discovery Financial Network	5/85
Discover Music Networks	5/85
Ethnic Radio Network	2nd quarter 1985
International Business Network	3/85
Kidvid Network	TBA
Magicable	TBA
Movie Time	4/85
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
TV Decisions	3/85
United Satellite Network	6/85
X'Press	3rd quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.

TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,799,200.

Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
Armour-Dial (N)
AT&T (N)
Baldwin Piano & Organ (N)
Buick (N)
Ford (R)
GM (R)
Hormel (N)
Nissan Motors (N)
Pfizer Pharmaceuticals (R)
Royal Viking Cruise Line (N)
Showtime (N)
Time (N)

BET
Anheuser-Busch (R)
AT&T (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Ford Motor Co. (R)
Hershey (R)
Kraft (R)
McDonald's (N)
Mobil Oil (R)
Nike (R)
Proctor & Gamble (R)
Pro-Line (N)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Express Mail Service (R)
U.S. Marines (R)
Warner Lambert (N)
Wrigley's (R)

CBN Cable Network
A.H. Robbins (R)
Business Week (N)
Campbell's Soup (R)
Clorox (R)
Consumer Report (R)
David C. Cook (N)
Fancy Publishing (N)
Franklin Mint (R)
Kimberly Clark (N)
Kiplinger (N)
Mature Marketing Group (N)
Menley & James (N)
National Geographic (R)
National Liberty (N)
Newsweek (N)
Suffolk Marketing (N)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
Time (N)

Dow Jones Cable News
Charles Schwab (R)
Consumer Report (R)
Forbes Stock Guide (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Smithsonian magazine (R)
Standard & Poor's (R)
Zion National Bank (N)

ESPN
Barclay's America (N)
Benihana (N)
Brut (N)
Coca-Cola (N)
Elizabeth Arden (N)
Fortune magazine (R)
Fuji (R)
HBO (R)
Kentucky Fried Chicken (R)
Mazda (R)
NCR (N)
Proctor & Gamble (R)
Ramada Inns (R)
Richardson-Vicks (R)
Sears Roebuck & Co. (R)
Sharp (R)
Showtime/TMC (R)
State Farm Insurance (R)
Sunkist (R)
Williamson-Dickie (R)

FNN
Allstate Insurance (N)
Chicago Board of Trade (R)
Hayes Computers (R)
Sorg Printing (N)
United Airlines (N)
Zion Banking (N)

Modern Satellite Network
American Association of Retired Persons (N)
American Petroleum Institute (R)
Apple Computers (N)
Chevrolet (R)
E.I. DuPont DeNemours & Co. (R)
Embassy of Australia (N)
Hartford Insurance Group (R)
Japan National Tourist Organization (N)
Kikkoman (R)
Kraft (R)
Miller Brewing (N)
Northrup (N)
Revlon (R)
Royal Viking Cruise Line (N)
7-Up (N)
U.S. Chamber of Commerce (R)
Volkswagon of America (N)

SPN†
Alexander Oil Color
American Artist magazine
Asia Society
AT&T
Atari
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
Computer Land
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inns
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Malcolm E. Smith (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)

The Weather Channel
A.H. Robbins (R)
Allstate Insurance (N)
American Home Products (R)
American Motors (R)
Armour-Dial (R)
Carnation (R)
First Alert (R)
Ford (R)
GM (R)
Italcable (R)
Ixtapa (N)
Jamaica Tourism (N)
Kellogg (R)
Kimberly Clark (R)
Menley & James (R)
Mexico Ministry of Tourism (N)
Michelin Tire Corp. (R)
Nabisco (R)
Proctor & Gamble (R)
Prudential Bache (R)
Ralston Purina (R)
Ramada Inns (N)
S.C. Johnson (R)
Sears Roebuck & Co.(R)
Sterling Drug (R)
STP (R)
Thomas J. Lipton (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.